

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Hedge, et al.
Title: METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC
RICH MEDIA CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB
PAGE
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Art Unit: 2178
Confirmation 3975
Number:

AMENDMENT AND REPLY UNDER 37 CFR 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

This communication is responsive to the Non-Final Office Action dated February 8, 2011, concerning the above-referenced patent application. May 8, 2011 is three months from the mailing date of the office action. Accordingly, this response is timely filed.

The Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks/Arguments begin on page 8 of this document.

Please amend the application as follows: